GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

UNSTARRED QUESTION NO:1607
ANSWERED ON:09.12.2004
AMOUNT SPENT ON ADVERTISEMENTS BY IOC
Saroj Shri Tufani

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) the total amount spent by Indian Oil Corporation on advertisements between March, 2002 to March, 2004;

(b) whether the total amount spent were for the publication of advertisements in print media;

(c) if not, the total amount spent on advertisements on television and print media, separately; and

(d) the total amount proposed to be spent on advertisements during the period from April, 2004 to March, 2005?

Answer

MINISTER OF PETROLEUM & NATURAL GAS & PANCHAYATI RAJ (SHRI MANI SHANKAR AIYAR)

(a) to (c): During the period between March, 2002 and March, 2004, the total amount spent by the Indian Oil Corporation Limited (IOC) on advertisements and communication activities was Rs.14,304.30 lakh. Out of this, an amount of Rs.4,962.76 lakh was spent on Television.

(d): During the period from April, 2004 to March, 2005, IOC proposes to spend an amount of Rs.12,320 lakh on advertisements.